

ADVERTISING A CENTURY AGO

Was Tense and Very Much to the Point—Examples of Early Day Work.

The advertising business has made such rapid strides in just the last few years that a glimpse of the ads printed in the newspapers of a century ago forms an interesting commentary of those times. On November 16, 1801, the New York Evening Post came into existence with a four-page issue, five columns wide. More than half the space was devoted to advertisements, which shows not only that the early publishers knew which side their bread was buttered on, but also that advertising was considered a good business principle by our merchant forefathers. It is the quality rather than the quantity which has changed with the years, as a few samples will go to show:

"FOR SALE, Gin in pipes; large and small green Bottle Cases, complete; Glass-Ware, consisting of tumblers, decanters, &c.; Hair Brushes, long and short; black and blue Dutch Cloth; Flour, By Frederick De Peyer."

"FOR LONDON, The Staunch regular trading ship Juliana, R. Roth, master, will be despatched in 10 or 12 days, having half her cargo on board. For freight or passage, having superior accommodations, apply on board at Old-slip, or to Colt & Woolsey, 98 Murray's Wharf. We have received per ship Mercury from Liverpool a consignment of DRY GOODS, which will be sold at moderate advance, consisting of two bales Coatings, four do. Rose Blankets, 10 cases Hats, 4 do. Hosiery, and 2 trunks Calicoes, Chintzes, Muslins, Velvelets, Corduroys, &c., &c."

The shipping ads, in fact, which occupied nearly half of the first page, all ended like the above with a list of imports for sale, a complete enumeration following, with never a hint of the price. That would scarcely go down in these days of fierce competition. The temperance worker may take heart in the advance of his cause in that practically every notice contained a substantial invoice of gin, Madeira rum or other bibulous beverage. One firm on Water street closed their long enumeration of liquors by stating that they also sold nutmegs, mace, cloves and cinnamon, showing that modern man has ample precedent for breath concealers.

Of interest to the betting fraternity was a quarter column announcement of the Troy, Lansingburgh and Waterford Navigation Lottery.

There was to be 10,788 cash prizes aggregating \$225,000, ranging from a thousand dollars down to ten, with certain other cash bonuses on certain days. Thirty-seven thousand five hundred tickets were to be sold at \$6 each, which would bring in the same amount as expended. Further, the managers explained that the prizes would be subject to a reduction of 15 per cent, the lottery being for the sole purpose of "raising thirty thousand dollars to improve the navigation of Hudson's river, between the city of Albany and the villages of Troy, Lansingburgh and Waterford—agreeable to the several acts of the Legislature of the State. The Tickets for the above Lottery are for sale at Gain & Tenny's Bookstore, No. 148 Pearl Street—Prize Tickets in the New York State Road Lottery taken in payment." On another page a company (in our enlightened days it would be a Morgan syndicate) announced their purchase of all the tickets in the lottery, which would be sold at six dollars until the 30th, after which the price would positively be advanced to six-fifty. High finance is not such a new idea, after all.

Ambiguity in Advertising.

Two men interested in the art of advertising fell into a bit of a dispute as to the advisability of now and then leaving things to the buyer's imagination. One favored outspoken completeness of statement, the other relied somewhat upon suggestion. A third man whose opinion was solicited, refused to be arbitrated, but expressed himself as against all ambiguities of language; and, to illustrate his position, told a story of a young man who one day brought a bouquet of flowers to the lady of his heart, and said, "May I offer you my handful of flowers?" to which the lady promptly answered, "I move to amend by omitting all after the word 'hand.'" The amendment was blushing and happily accepted, and the motion was adopted unanimously.—Philadelphia Record.

Newspaper Cheaper and Better.

The postal card and circular form of advertising is the most wasteful method employed by merchants and others. Duplications and even triplications are of common occurrence and when received are usually dropped in the waste basket unread. The claim of superiority for newspaper advertising is based on sound business experience. It is cheaper and more effective than any other.

Advertising is the silent drummer that tells the public what the business man wants it to know about the goods he has for sale—an injection of advertising into the veins of trade grows the business heart.

Will Stick to Papers.

The Ohio State fair will use only newspaper advertising this year. An experiment was tried out on this line last year and was found to have good results, so it was decided to follow it up.

When a store advertises it shows that it values your trade enough to ask for it; you're considered to the extent of making it easy for you to know what is offered in needed goods; the store shows its willingness to go on record in its statements about its stock and service; the advertising of an article as being of a certain quality, and at a stated price, is in a sense, a contract between the seller and the prospective buyer; the prices of advertised goods must be so low that competition can't meet them; advertising increases sales, enabling the store to accept smaller profits. These are some of the reasons why you should buy from stores that advertise. There are other reasons, and although not stated, you profit by them.

EARLY FORM OF ADVERTISING

Crude Pictures Placed on Walls of City Similar to Our Billboards in Day of Pompeii.

Writing on "The Origin of the Commonest Things," Joseph Robie says of "advertising":

The ancient city of Pompeii was perhaps the most enterprising of all the commercial towns of antiquity, and the secret of its enterprise lay in the fact that its merchants believed even in that early age that it paid to advertise. The particular form of advertising which they used—and which in reality was the earliest known advertising in the world—was similar to our present-day billboard advertising.

Relics of this primitive commercial art have come down to us in the shape of various designs done in red and black on the walls of the city. The pictures were most crude, but they were such as would tell the story in a convincing way.

For example, a school for boys would have an advertisement depicting a boy being whipped. One of the restorations of the old city shows a section of the wall on which appeared the picture of a goat as an advertisement for some dairy or other, while a wine shop is represented by amphorae and two slaves.

Half-tones and various beauty creams and ointments were advertised in abundance, and it is easy to imagine the lady of that ancient city scanning the walls in search of a suitable preparation for removing wrinkles and preserving the complexion; for the lady of those far-off days was just as anxious to look young and pretty as is her fair descendant of contemporary times.

Public announcements were also advertised in this way. A general meeting of citizens or notice of forthcoming gladiatorial games were effectively brought before the people. The principal significance of this early advertising, however, is found in the exploitation of private business. The wise merchant soon realized that the wine shop whose sign appeared on the walls sold the most wine and that the school whose name was flashed in big red and black letters every day in the market place secured a bigger enrollment than the institutions that hid their light under a bushel.

Just remember this: It is not the thing itself that lives; it is what is said about it. Your competitors, the disgruntled ones, are busy. The time to correct a lie is when it is uttered. So the moral is: You must advertise, no matter how successful you are.

Trapping the Eye in Advertising.

"In the average American city ten per cent of the people who see the newspapers cannot read, 55 per cent have some education, 20 per cent are intelligent and 15 per cent are exclusive," is the theory advanced by F. E. Scottford of the college of advertising in the University of California. "An advertisement intelligible to the illiterate class is comprehensive to all the rest, but when advertisements are written for the higher classes they do not reach the lower. At a glance, or in one twenty-fifth of a second, the average eye can see four objects. Five objects can be seen in one-fifth of a second and under ordinary conditions this is considered a glance."

The Only Paying Kind.

The retail shoe merchants of Ohio, in annual session, declared that newspaper advertising is the only kind that pays and condemned the bill board and dodgers. One by one the various lines are learning that money spent in the newspapers means more sales and more clerks. It can always be noticed that the merchant who does not advertise is the one who stands in his front door wishing that the many who pass would some of them come in. Advertising is a standing invitation which needs no R. S. V. P.

NEWS OF THE LABOR WORLD

Indianapolis, Ind.—Shorter hours for the working men when labor-saving devices are patented, with the same wage they received before the machinery came into use, is one of the things advocated by President Lewis of the United Mine Workers of America. He says that he does not desire to see labor-saving devices discontinued or no additional machinery installed, but, on the other hand, is anxious to see still more machinery patented. Laws should be enacted, however, he says, that would require corporations placing such machinery in use to share with the workers the added profits that are sure to come by the introduction of machinery in any given industry. The added profits that go to corporations by the introduction of machinery will result in the enslavement of workmen, Mr. Lewis declares.

New York.—The trouble between the Mason Builders' association of New York city and the bricklayers, masons' and plasterers' international union, the headquarters of which are in this city, has been practically settled, but some of the details are still pending. It is believed, however, that a satisfactory adjustment will be reached before long. The trouble started when one of the members of the builders' association, of New York city, violated a contract with the locals of the international union at Newark, N. J.

New York.—Strikes and lockouts in the building trades are expected to throw 150,000 men out of work. This number is composed not only of men with grievances, but many who will be called out in sympathy and others whom employers will lay off partly because construction cannot go forward with a crippled force and partly in retaliation. Trouble started under a general order issued by the glaziers' union, calling for a sympathetic strike on all buildings in the five boroughs in which non-union glaziers are employed.

San Francisco.—Labor leaders have for some time discussed the advisability of establishing a banking institution to be controlled exclusively by organized labor. It is probable that before long a meeting of the executive officers of the various labor organizations will be called to consider the plan.

St. Paul, Minn.—Eighty-nine employers have gone on record as being in favor of giving their employees the advantage of having more "daylight" recreation by allowing them to start work earlier in the morning and finishing earlier in the afternoon.

Tampa, Fla.—J. F. Easterling, head bookkeeper for Bustillo Brothers & Diaz, cigar manufacturers, was shot down in West Tampa by an unknown assailant. Easterling, who was seriously wounded, has actively represented his employers in the present cigarmakers' strike.

Cleveland, O.—Energetic effort toward pushing to completion plans for the erection of the proposed labor temple here is to be undertaken immediately. Labor officials believe that by the middle of the coming winter the project will have been financed so that actual work on the building may be begun.

Auckland, N. Z.—The New Zealand legislature has been asked to add telegrapher's crank to the list of diseases for which an employer must compensate a man who sustains it in his employ.

San Francisco.—The Japanese laborers on the California fruit farms are organizing. They have a union of 2,000 in one county alone, and fixed a minimum scale of \$2 a day of nine hours.

Washington.—At the quarterly meeting of the executive council of the American Federation of Labor an increase of 223 more unions than existed last December was reported.

Washington.—President Samuel Gompers has announced that the next annual convention of the American Federation of Labor will open at St. Louis, Mo., on Monday, November 14.

Indianapolis, Ind.—According to the annual report of the cigarmakers' international union, the membership now totals 51,000. This is a gain of 4,000 for the last year.

Philadelphia.—Philadelphia street car men now have a woman's auxiliary which has a membership of 6,000.

Chicago.—The Brotherhood of Locomotive Firemen and Enginemen decided to hold its next convention at Mobile, Ala., on the first Monday in June, 1913.

Hoquiam, Wash.—At the recent city election in this place seven out of nine councilmen were union men.

Columbus, O.—The assessment for the eight-hour day was declared off by the recent convention of the International Printing Pressmen and Assistants' union, as the shorter workday is now an accomplished fact in the trade. The convention approved the action of its subordinate locals in deciding to erect a home for tubercular members.

Dallas, Tex.—The state Federation of Labor has decided by a large majority vote that hereafter all officers of the federation are to be elected by secret ballot, so as to completely eliminate politics from that body.

Indianapolis.—The elimination of human selfishness in the adjustment of labor disputes and the enactment of laws to make the worker a beneficiary in added profits through patent of labor-saving devices, are advocated by Thomas L. Lewis, president of the United Mine Workers of America, in an article appearing in the current issue of the Annals of the American Academy of Political and Social Science. The periodical is published in Philadelphia, Pa., and is the official organ of an organization made up of men interested in the settlement of labor disputes and in doing away with strikes.

New York.—The subcommittee on wages and labor of the congestion of population commission has been agreeably surprised by the indorsement received from the labor organizations of the city on its plan for the establishment of a local board of arbitration for the prevention and settlement of labor disputes in the city. At all the hearings which the committee has held on the question, representatives of several different labor organizations have spoken in favor of the scheme. In fact, no voice has been raised against the plan except to criticize some minor detail of the original suggestion.

New York.—The first general strike of glaziers in this city in many years began in many shops and on 84 buildings. A union agreement, \$3 a day, or \$16.50 a week with a Saturday half-holiday, and an eight-hour workday, are demanded. The strikers are known as the sheet and plate glass glaziers' union, and it is affiliated with the American Federation of Labor, the Central Federated union, and the New York Building Trades council. More than 800 union glaziers went on strike.

Butler, Pa.—A strike, inaugurated by 75 boys employed as helpers at the Hamilton Bottle works, tying up the plant, ended abruptly when Harry Toomey, one of the pickets, who is alleged to have used a club to persuade repentant associates not to enter the plant, started a general riot. The police arrested Toomey and the others agreed to go to work if allowed to go free. The boys wanted an increase of 20 per cent. over the wages paid last year.

Vienna, Austria.—A campaign of "passive resistance"—The Austrian equivalent of a strike—went into effect throughout the Southern railroad system; in consequence of a wage dispute between the employees and the owners. The men did not quit work, but followed implicitly the exact letter of the rules and regulations of the antiquated charters of the lines, with the result that traffic was so delayed by afternoon the system was almost tied up.

Boston.—The present agreement between the N. Y., N. H. & H. R. R. and the brotherhood of railroad clerks expires November 15. The general system committee of the clerks is now in session at New Haven considering the suggestions already made by various of the lodges.

Boston.—Boston steel and copper plate printers' union wage scale committee will report its recommendations at the October meeting. The international union has voted to hold its convention in this city next year.

Boston.—An effort to absolutely organize the Hebrew and Italian workers at the trade is being made by Boston chamber workers' union. A similar effort in New York has resulted successfully. President William Pratt states.

Boston.—The financial statement of Boston cigarmakers' union 97 shows that during the past 13½ years it has donated \$119,000 to assist other unions in time of strike and trade difficulties.

Boston.—International President Maire of the carriage and wagon workers' union will, on October 1, establish headquarters in this city for a several months' New England organizing campaign.

Chicago.—Railroad telegraphers have received wage advances since January 1, 1910, aggregating \$1,000,000.

Washington.—Extended and detailed lists of employments prohibited for children appear in the legislation of New York, North Dakota, Ohio, Oklahoma and Pennsylvania, and in a number of states new laws are added prohibiting night work.

Pittsburg, Pa.—The founder of the Window Glass Workers' association, L. Michels, died recently. He called together the first labor union convention in the United States in this city 64 years ago.

Washington.—The American Federation of Labor, which is organizing the sugar refinery employes, has just issued charters to three newly-formed unions with a total membership of 1,000. The refinery workers are endeavoring to obtain a minimum wage scale of 18 cents an hour.

Denver, Colo.—Labor statistics, compiled by Edwin V. Drake, state labor commissioner, and J. W. Vandeventer, state statistician, show that there are 150,000 laborers employed in Colorado. This is the first compilation of that kind ever made in the history of the state.

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